

FACTSHEET

TITLE: **CHANGE OF ZONE NO. 04028**, requested by the Urban Development Department, to create a special sign overlay district within the B-4 Lincoln Center Business District, to be known as the "Grand Theatre Special Sign District", in accordance with § 27.69.300 of the Lincoln Municipal Code, on property generally located between "O" and "P" Streets and North 11th and North 12th Streets, excluding the west 50 feet and the east 50 feet on "O" Street.

SPONSOR: Planning Department

BOARD/COMMITTEE: Planning Commission
Public Hearing: 05/26/04
Administrative Action: 05/26/04

RECOMMENDATION: Approval (9-0: Marvin, Krieser, Carlson, Larson, Sunderman, Taylor, Pearson, Carroll and Bills-Strand voting 'yes').

STAFF RECOMMENDATION: Approval of the special sign district and criteria.

FINDINGS OF FACT:

1. Douglas Theatre Co. has petitioned for this special sign district. The purpose of a special sign district is "defining an area of particular historical, ethnic, cultural or entertainment atmosphere...".
2. The staff recommendation to approve the special sign district and criteria is based upon the "Analysis" as set forth on p.3-4, concluding that the proposal is in conformance with the Comprehensive Plan and consistent with the intent of LMC § 27.69.300, which allows owners of property to petition for special sign criteria to enhance an area of particular historical, ethnic, cultural or entertainment atmosphere. The proposed special sign district involves such an area, enhances an explicit goal of the Comprehensive Plan and warrants approval.
3. This proposal has been reviewed and recommended for approval by the Urban Design Committee.
4. The minutes of the Planning Commission hearing and action are found on p.5.
5. There was no testimony in opposition.
6. On May 26, 2004, the Planning Commission agreed with the staff recommendation and voted 9-0 to recommend approval.

FACTSHEET PREPARED BY: Jean L. Walker

DATE: June 1, 2004

REVIEWED BY: _____

DATE: June 1, 2004

REFERENCE NUMBER: FS\CC\2004\CZ.04028

LINCOLN/LANCASTER COUNTY PLANNING STAFF REPORT

for May 26, 2004 PLANNING COMMISSION MEETING

- P.A.S.:** Change of Zone #04028 - Grand Theatre Special Sign District
- PROPOSAL:** To create a special sign overlay district within the B-4 Lincoln Center Business District, to be known as the Grand Theatre Special Sign District, in accord with LMC 27.69.300.
- LOCATION:** Between O and P Streets and N. 11th and N. 12th Streets, excluding the west 50 feet and the east 50 on O Street.
- LAND AREA:** Approximately 1.75 acres, more or less.
- CONCLUSION:** The proposal is in conformance with the Comprehensive Plan and consistent with the intent of LMC 27.69.300, which allows owners of property to petition for special sign criteria to enhance an area of particular historical, ethnic, cultural or entertainment atmosphere. The proposed special sign district involves such an area, enhances an explicit goal of the Comprehensive Plan, and warrants approval.

| | |
|------------------------|--|
| RECOMMENDATION: | Approval of attached special sign district and criteria. |
|------------------------|--|

GENERAL INFORMATION:

LEGAL DESCRIPTION: All of Block 41 of the Original Plat of Lincoln, except Lots 7, 8, 17, and 18.

EXISTING ZONING: B-4 Lincoln Center Business District.

PROPOSED ZONING: B-4 Lincoln Center Business District with Special Sign District Overlay.

SURROUNDING ZONING AND LAND USE:

B-4 Lincoln Center Business District, mixed use commercial, entertainment, residential area.

HISTORY:

Feb 2004 The Urban Design Committee (UDC) reviews revised plans for Douglas Grand Theatre. Recommendation includes approval of proposed sign package, with emphasis on importance of signs to "enliven" O Street frontage. (Redevelopment Agreement between Center Associates and City of Lincoln emphasizes UDC role as advisor to City on project design, City authority for design approval.)

- July 2003** UDC reviews and approves proposed design, including conceptual sign package, for Grand Theatre, in accord with 2003 Redevelopment Agreement.
- May 2002** Comprehensive Plan adopted, underscoring community's commitment to Downtown as "the City's principal cultural and entertainment center" and specifically stating "New entertainment attractions should be encouraged to locate Downtown" (p.F48).

RELATED APPLICATIONS:

None.

ANALYSIS:

1. The zoning permits occupants of 60% or more of a street frontage of any block face to petition the City Council for a special sign district in which unique sign criteria shall apply, restricting and/or expanding signs otherwise permitted. Douglas Theatre Company is constructing Douglas Grand Theatre, occupying 67% of the O Street block face between 11th & 12th Streets and 100% of the P Street block face between 11th & 12th Streets. Douglas Theatre Co. has petitioned for a special sign district. (Letter attached.)
2. LMC 27.69.300 indicates the purpose of a special sign district is "defining an area of particular historical, ethnic, cultural, or entertainment atmosphere..." This provision has been applied in the Haymarket Landmark District, which has been a special sign district, with unique sign criteria, since 1990. More recently, a special sign district was approved for the ballfield complex of Haymarket Park.
3. The design of Douglas Grand Theatre, prepared in collaboration between Douglas Theatre Company and the City of Lincoln, is intended to strengthen the entertainment uses and atmosphere of "P Street Marketplace," while respecting and reinforcing the "main street" character of O Street.
4. The design for Douglas Grand Theatre has been reviewed at several stages of development by the city's Urban Design Committee. Creating a distinctive, bold entrance on P Street and providing an attractive, pedestrian-friendly, human-scaled design for the O Street facade were essential design goals. The sign package proposed is an integral part of achieving those goals.
5. The proposed sign package includes four projecting signs on O Street, rather than the two per building facade allowed in the B-4 zoning district. It also includes 5 foot-tall letters on the P Street marquee, exceeding the 3-foot maximum height of the district for marquee-top signs.
6. The Urban Design Committee strongly recommended that four signs on the O Street facade, rather than two, would better achieve the design goal of a lively facade and provide a finer texture or articulation, increasing pedestrian interest. While the whole complex should and will read as a unified building, an important design goal was to de-emphasize the monolithic character (such as was formerly displayed on the neighboring "Centrum," prior to its remodeling as Energy Square). The theatre building design and the four signs reflect the traditional O Street character of multiple storefronts and their signs.

7. The taller letters at the P Street entrance are better scaled to the entrance and facade designs of that primary facade.
8. The requested property includes only the Douglas Grand Theatre project. Regulations on neighboring properties would not be affected by this request. All signs ordinarily permitted in the B-4 Lincoln Center District would continue to be allowed within and adjacent to the proposed special sign district.
9. The proposed sign criteria for the Grand Theatre Special Sign District are as follows:
 - A. All signs ordinarily permitted in the B-4 Lincoln Center District are permitted in the Grand Theatre Special Sign District.
 - B. In addition, the O Street block face of the Grand Theatre Special Sign District is permitted to have up to four (4) projecting wall signs, of dimensions and cumulative area conforming to the underlying B-4 district.
 - C. In addition, the P Street block face of the Grand Theatre Special Sign District is permitted to have a sign up to five feet tall atop the marquee.
 - D. The project sign above the P Street entrance, for which a sign permit has already been issued, is included among the permitted signs in the Grand Theatre Special Sign District.

Specific designs for signs matching these criteria are provided for purposes of illustration; their specific designs may be modified as long as they conform to the district's sign criteria.

Prepared by:

Ed Zimmer, PhD
ezimmer@ci.lincoln.ne.us
Historic Preservation Planner

April 20, 2004

APPLICANT: Dallas McGee
Lincoln Urban Development Department
808 P Street
Lincoln, NE 68508
(402) 441-7857

CONTACT: Ed Zimmer
Lincoln Planning Department
555 South 10th Street
Lincoln, NE 68508
(402) 441-6360

CHANGE OF ZONE NO. 04028

PUBLIC HEARING BEFORE PLANNING COMMISSION:

May 26, 2004

Members present: Marvin, Krieser, Carlson, Larson, Sunderman, Taylor, Pearson, Carroll and Bills-Strand.

Staff recommendation: Approval.

Ex Parte Communications: None.

Proponents

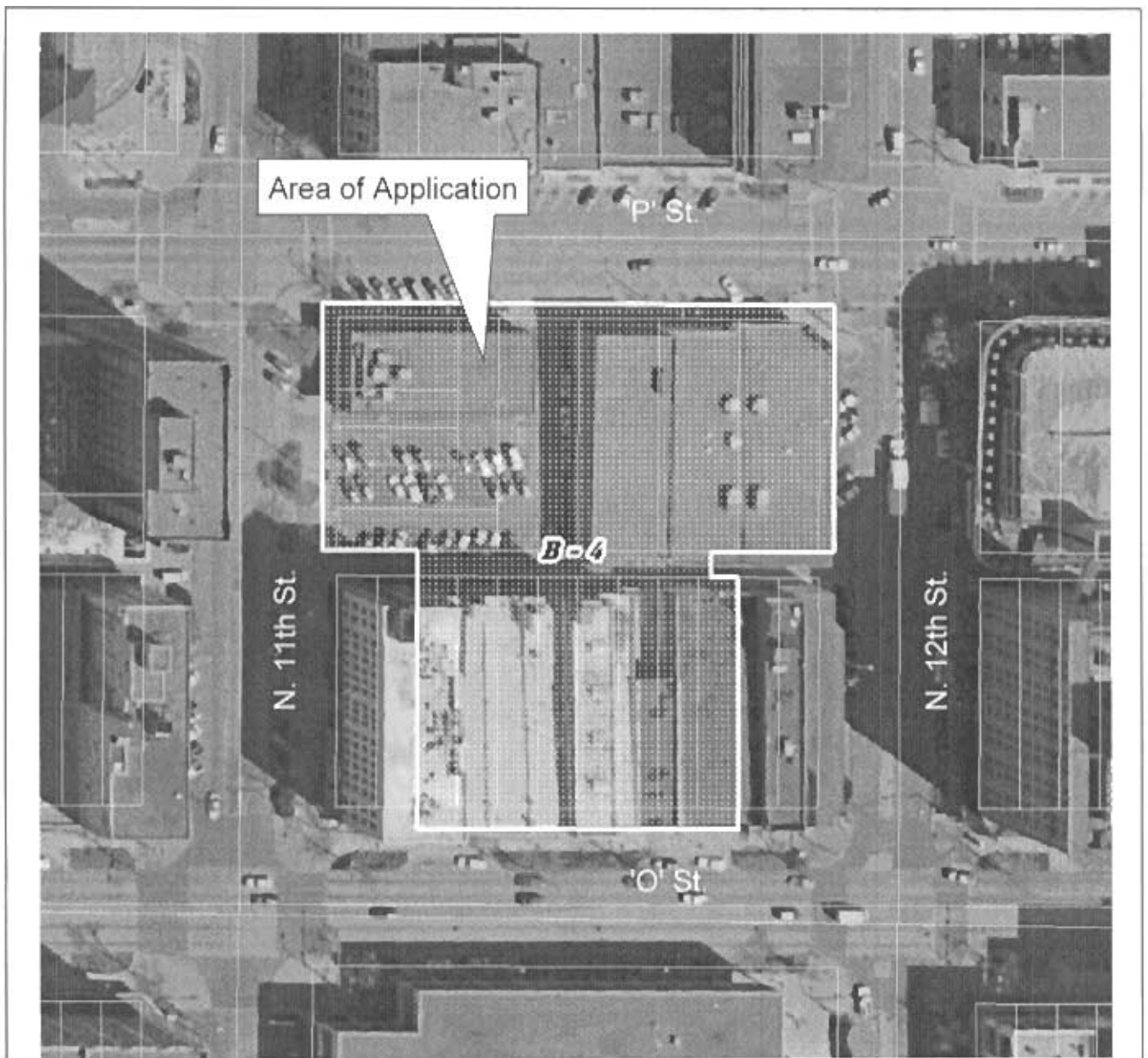
1. **Ed Zimmer** of Planning staff presented the application. This application is not common, but there is a provision in the zoning code that allows creation of special sign districts, such as at Haymarket and Haymarket Ballpark. It has special characteristics that do not fit in the standard code. This proposal would allow the creation of special sign criteria for the new theater project. The proposal is really quite moderate with what the B-4 would permit. It was a specific recommendation of the Urban Design Committee that four signs would be better than two, with better scaled signs along "P" Street, or the entrance side. The design was carefully worked out and negotiated.

There was no testimony in opposition.

ADMINISTRATIVE ACTION BY PLANNING COMMISSION:

May 26, 2004

Carroll moved approval, seconded by Larson and carried 9-0: Marvin, Krieser, Carlson, Larson, Sunderman, Taylor, Pearson, Carroll and Bills-Strand voting 'yes'. This is a recommendation to the City Council.



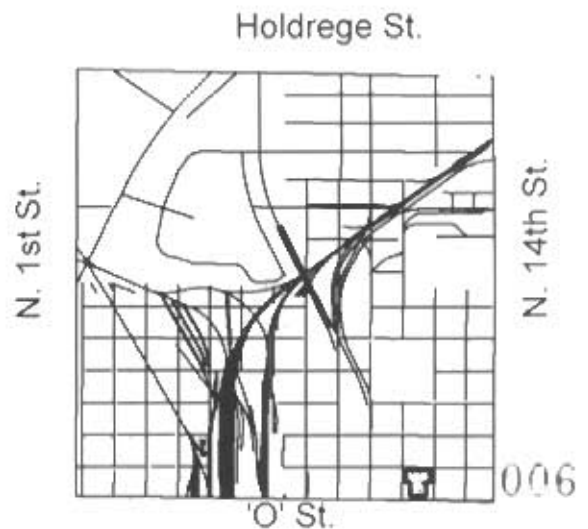
Change of Zone #04028 11th & P Sts.

2002 aerial

Zoning:

| | |
|------------|--|
| R-1 to R-8 | Residential District |
| AG | Agricultural District |
| AGR | Agricultural Residential District |
| R-C | Residential Conservation District |
| O-1 | Office District |
| O-2 | Suburban Office District |
| O-3 | Office Park District |
| R-T | Residential Transition District |
| B-1 | Local Business District |
| B-2 | Planned Neighborhood Business District |
| B-3 | Commercial District |
| B-4 | Lincoln Center Business District |
| B-5 | Planned Regional Business District |
| H-1 | Interstate Commercial District |
| H-2 | Highway Business District |
| H-3 | Highway Commercial District |
| H-4 | General Commercial District |
| I-1 | Industrial District |
| I-2 | Industrial Park District |
| I-3 | Employment Center District |
| P | Public Use District |

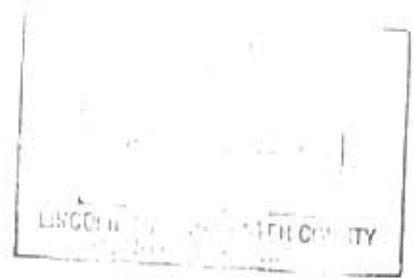
One Square Mile
Sec. 23 T10N R6E



Lincoln City - Lancaster County Planning Dept



Celebrating 50 Years of Bringing Hollywood to You



April 5, 2004

Marvin Krout, Director of Planning
Lincoln-Lancaster County Planning Department
555 South 10th Street
Lincoln, NE 68508

Dear Mr. Krout:

Per Section 27.69.300(a) of Title 27 of the Lincoln Municipal Code, Douglas Theatre Company is requesting the establishment of a special sign district for The Grand Theatre at 1101 "P" Street. Our theatre will occupy 100% of the "P" Street frontage and 67% of the "O" Street frontage.

The granting of this district will allow us to proceed with the signage as shown on our plans as developed with the cooperation of the City's Urban Development Department, Erickson Sullivan Architects, and Michael Bott and Associates Architects.

The district we are requesting will allow four projecting signs on the "O" Street frontage and five foot letters mounted on top of the marquee parallel to "P" Street.

Actual drawings showing sign size and placement are being sent by Nebraska Neon Sign Company under a separate cover.

Thank you for your assistance in facilitating this request.

Sincerely,

Debby Brehm
Vice President

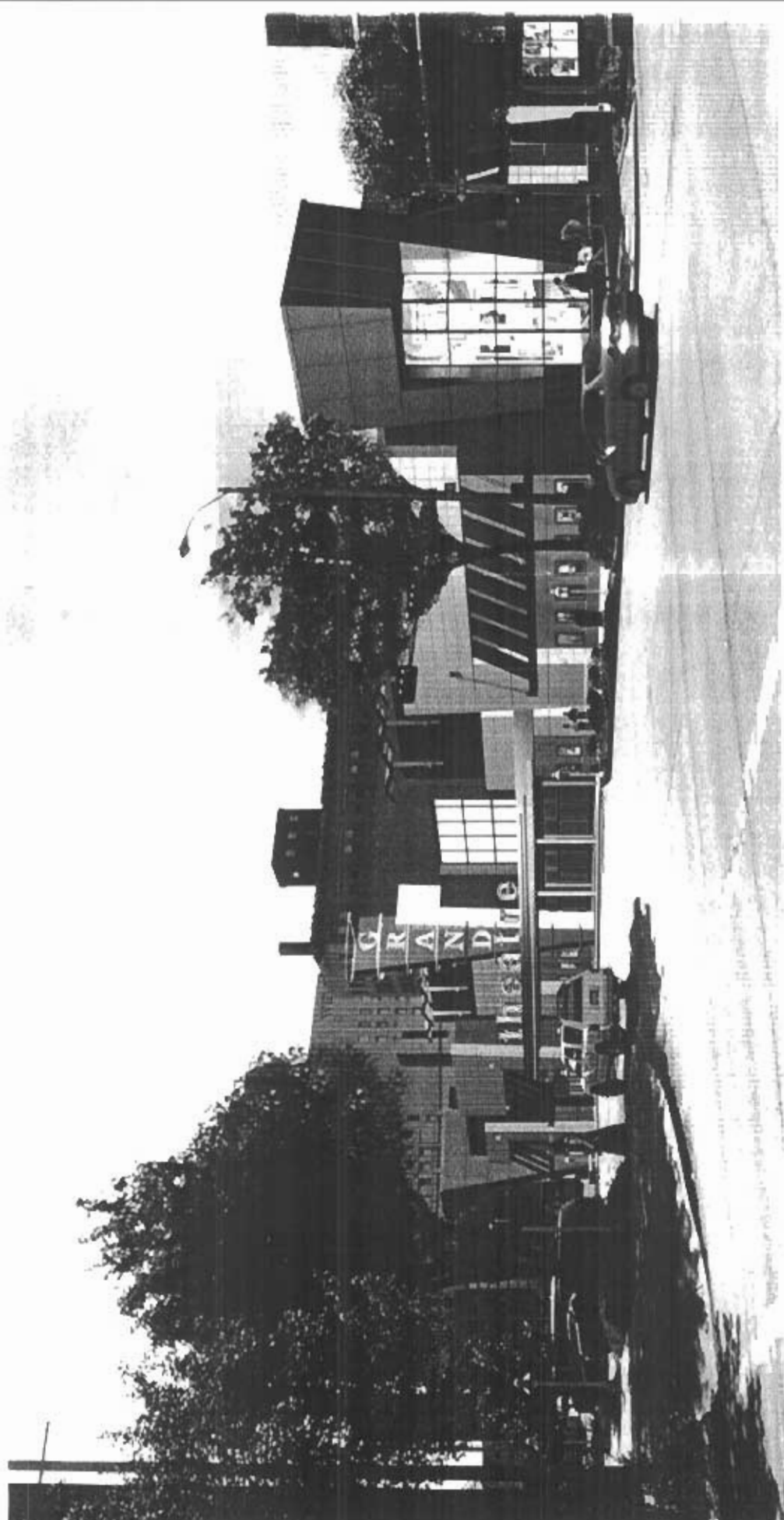
**COPY FOR YOUR
INFORMATION**

Cc: Dallas McGee

1300 P Street • PO Box 81848 • Lincoln, NE 68501 • Phone 402-474-4929 • Fax 402-474-4914

Omaha / Lincoln / Bellevue

007

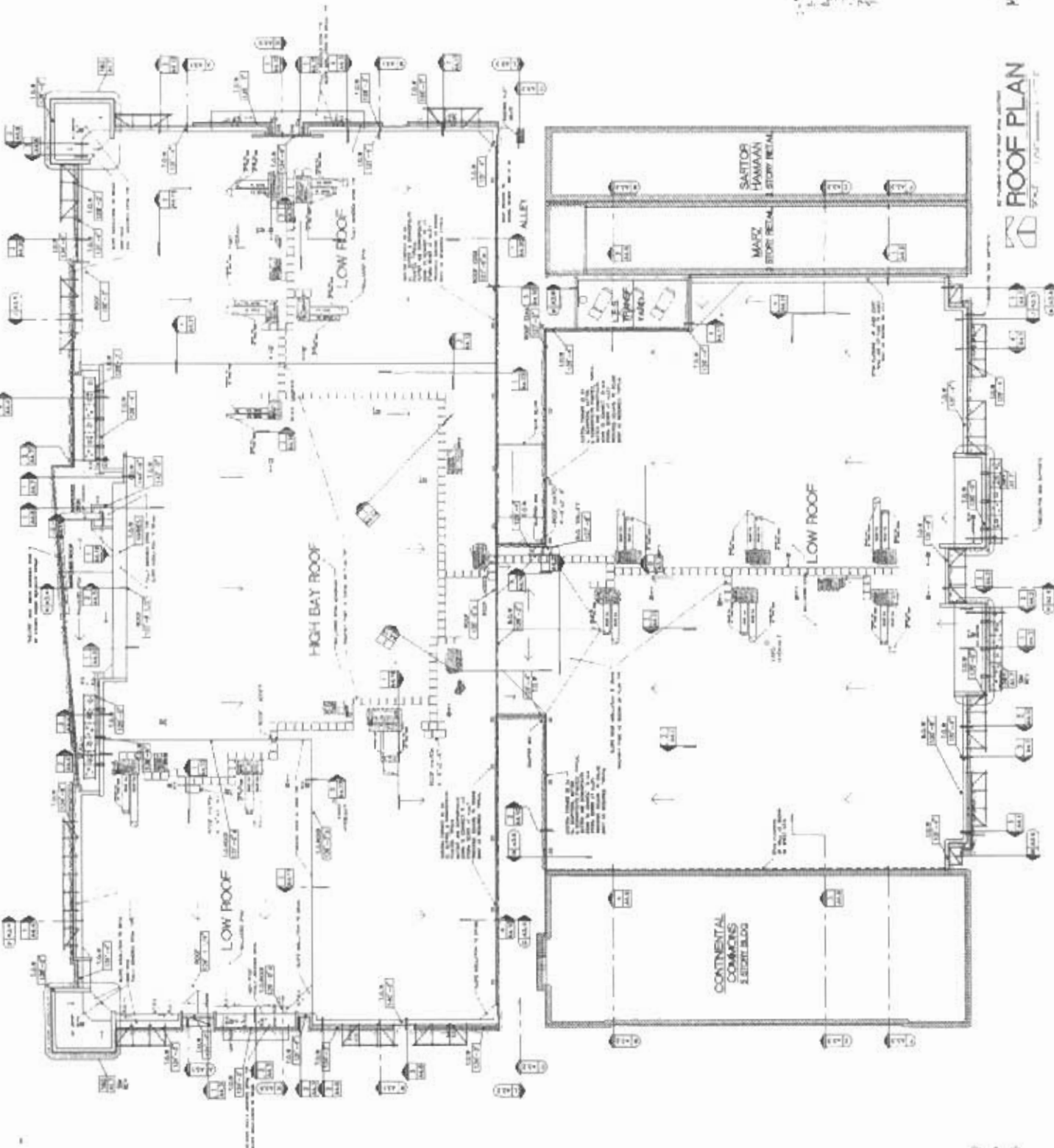


11th & 'P' Street View

■ ■ ■ ■ ■
 11th & 'P' Street View
 The Grand Theatre building is a historic structure located at the intersection of 11th and P Streets. The building features a prominent sign that reads "GRAND theatre". The sign is illuminated and features the word "GRAND" in large, bold letters above the word "theatre" in a smaller, script font. The building has a mix of brick and lighter-colored sections, with large windows on the upper floors. A large tree stands in front of the building on the left side. A streetcar is visible on the street in front of the theatre. The scene is captured from a street-level perspective, showing the intersection of 11th and P Streets.



ROOF PLAN



Michael S. Bott & Associates Architects
Suite 102 Lincolnton Square 1540 South 70th Street Lincoln, Nebraska 68506 P:402/483-4024 F.C.

THE GRAND THEATRE DOWNS
101 W STREET LINCOLN, NEBRASKA

CLIENT
ADDRESS
CITY
STATE

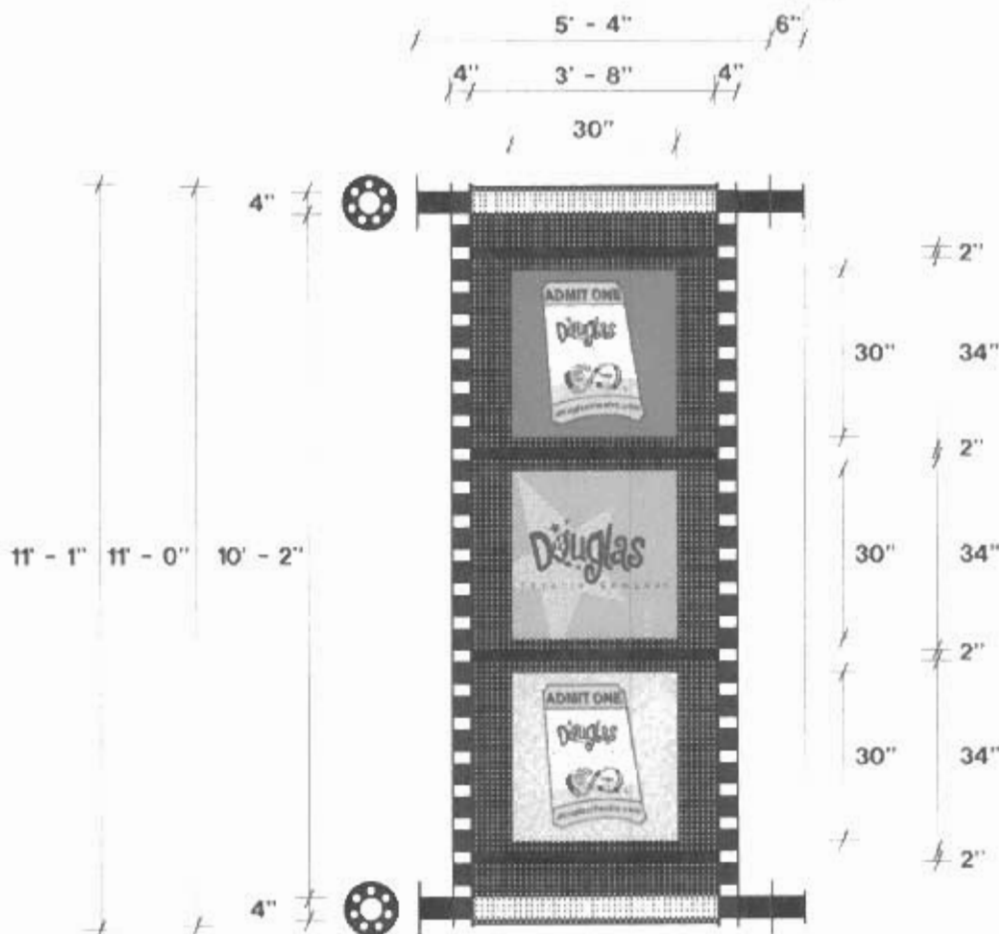
SALESPERSON
ARTIST
SKETCH NO.
SCALE
DATE

BENNETT
SCHNEIDER
DASIS, C
3/8" x 1" - 0"
2/23/04

HARDCOPY
SITE PLAN
PHOTO
CLIENT APPROVAL
DATE

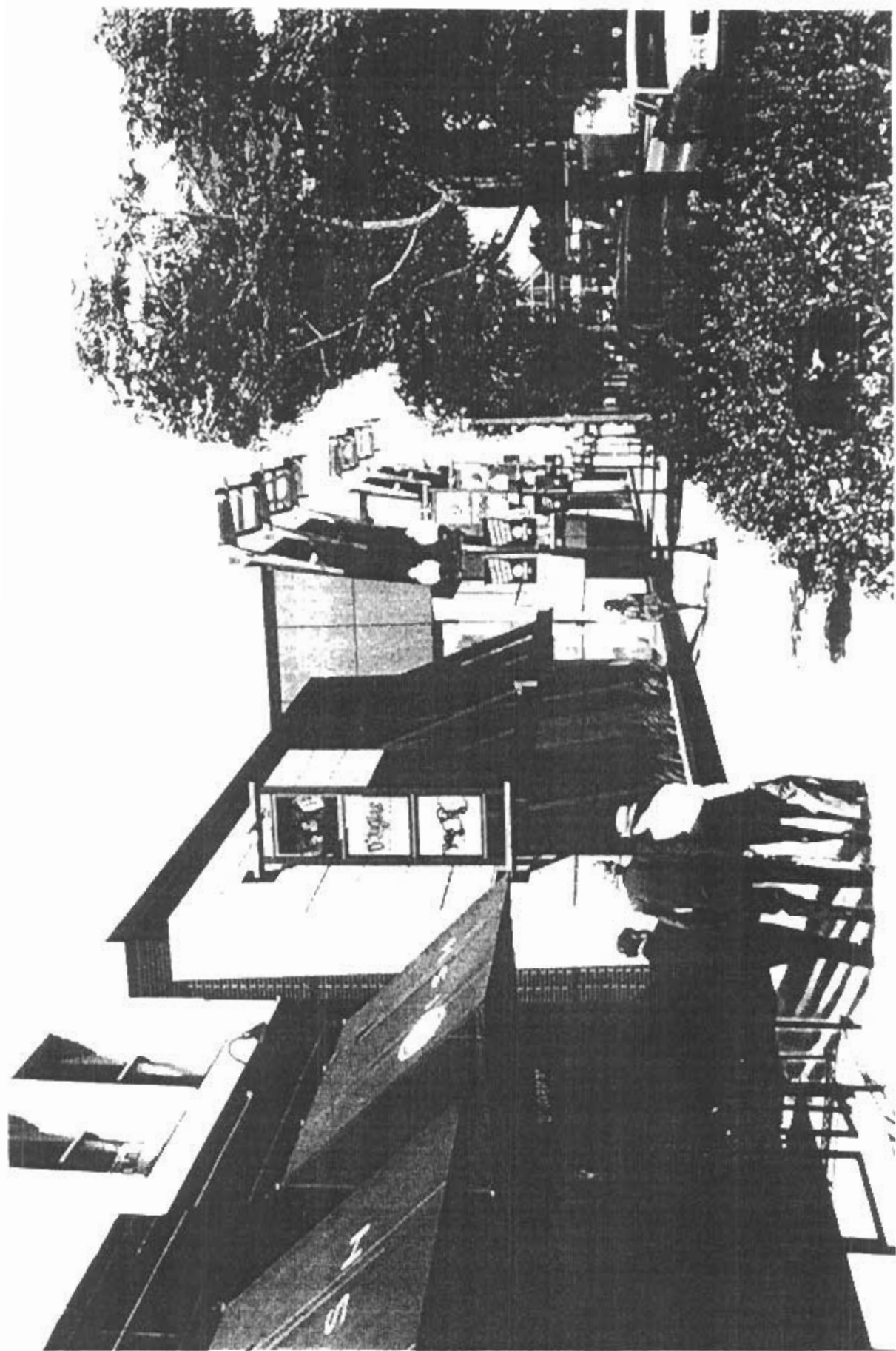
Nebraska Sign Company
140 North 21st Street
P.O. Box 80056
Lincoln, Nebraska 68501

COMPUTER GENERATED DRAWING IS INTENDED TO BE AN APPROXIMATE REPRESENTATION OF ACTUAL COLORS AND IMAGES



FOUR, DOUBLE-FACE, NON-ILLUMINATED, BANNER TYPE PROJECTING SIGNS

SIGN BACKGROUND TO BE 1/4" ALUMINUM ROUTED TO MATCH MCNICHOLS "LATTICE" PERFORATED METAL
STITCH WELD ALL SIDES TO STEEL FRAME
WRAP "LATTICE" PANEL AROUND 4"D STEEL SUPPORT PIPES TOP AND BOTTOM
VERTICAL PIECES TO HAVE 2"H X 3"W PUNCHED HOLES - 6" O.C.
ENTIRE PANEL TO BE POWDER COATED "BLACK"
3/8" T X 10"D STEEL PLATES WELDED TO END OF PIPE (BY OTHERS)
INSIDE PLATE SLIP FIT OVER PIPE AND WELDED
5"D X 4"W "COLLARS" WELDED TO 4 1/2" OD STEEL SUPPORT W/ 2"H X 3"W HOLES PUNCHED AT 6" O.C. (BY OTHERS)
G.C. WILL SUPPLY PIPE
GRAPHICS TO BE DIGITALLY REPRODUCED ON VINYL SUBSTRATE AND APPLIED TO ALUMINUM BACKGROUND - IMAGES AND COLORS TO BE DETERMINED
PLEASE SUPPLY HARDCOPY FOR PRODUCTION
INSTALL TWO ON NORTH ELEVATION AND TWO ON SOUTH ELEVATION



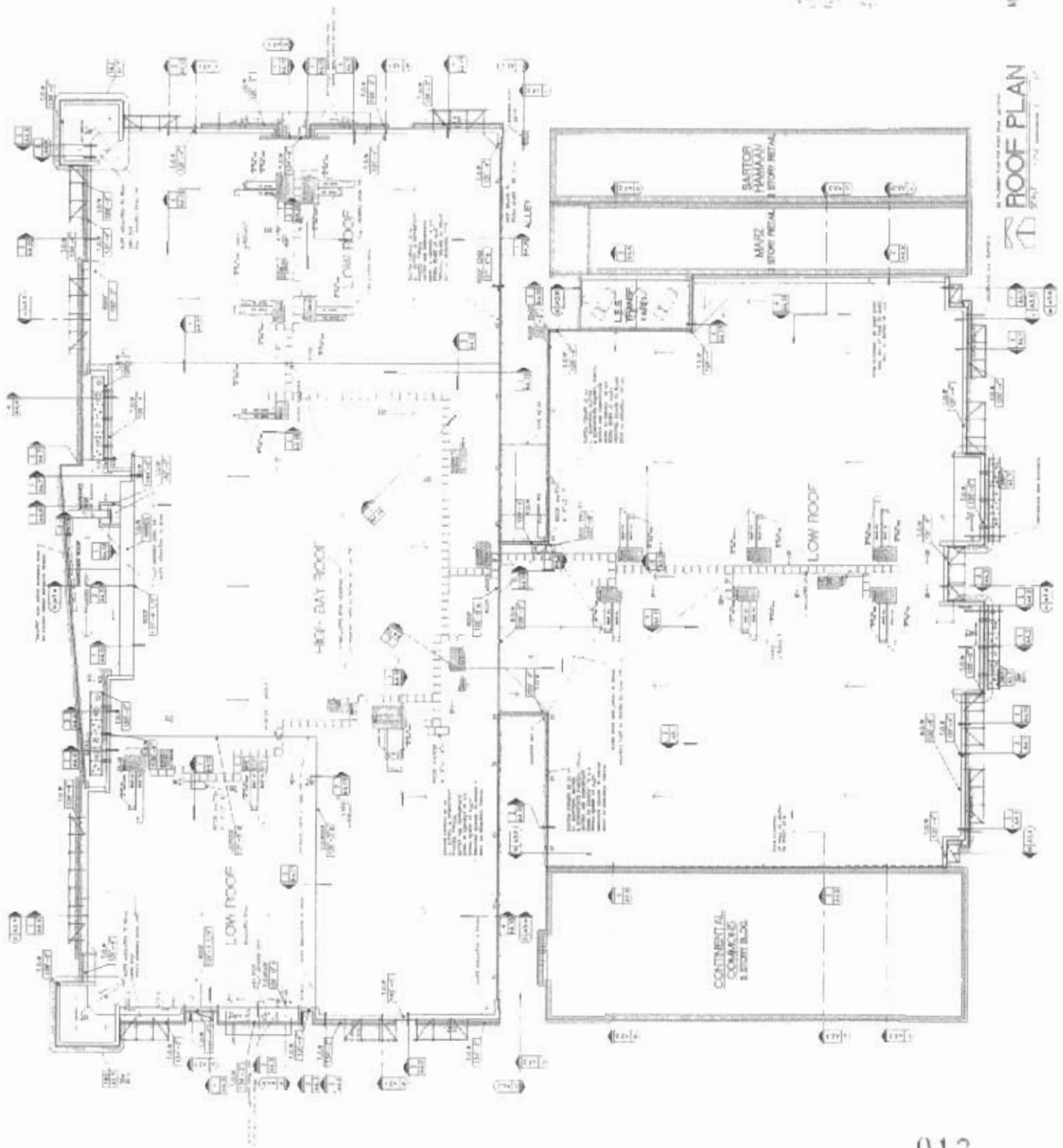
"O" Street View



A13

Michael S. Bott & Associates Architects
1540 South 70th Street, Lincoln, Nebraska 68506, P.L.#021 683-4024 P.C.

THE GRAND THEATRE DOWNTOWN
100 W. STREET
LINCOLN, NEBRASKA



ROOF PLAN